

Firm Ends Adult Video Game Production

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"Custer's Revenge," an adult video game that drew nationwide protest from Indians and feminists, is no longer being manufactured.

"The publicity was just so negative that it was interfering with our company's business," said Stuart Kesten, president of the manufacturing firm, American Multiple Industries of Northridge, Calif. The firm stopped production of the X-rated game cartridge because "it was the proper thing to do," Kesten said in a telephone interview.

"Custer's Revenge" roused the ire of Indians and other minority groups because it showed a scantily clad Gen. Custer coupling with a naked Indian woman, who was tied to some stakes.

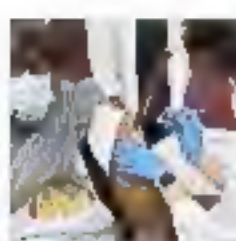
"There is, in fact, no rape in the game and nothing racist as we had conceived it," Kesten said.

But Joyce Worley, whose Cherokee relatives live in Oklahoma City, disagreed in a telephone interview from New York City, where she is senior editor of Electronic Games magazine.

"They didn't have to tie the lady up," Ms. Worley said. "That company seems to have very little regard for women or human beings, period. It's a triumph of sorts that the company responded to public demand to remove it from the market."

American Multiple Industries also has decided to discontinue marketing two other adult game cartridges, "Bachelor Party" and "Beat 'Em and Eat 'Em."

Those two games were "just as disgusting as 'Custer's Revenge' but they don't have the racist overtones," said Frances Wise, a member of the Native American Center, 2830 S Robinson.



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Ms. Wise and Phyllis Sapp, chairman of the Oklahoma City Human Rights Commission, persuaded the Oklahoma City Council last October to pass a resolution denouncing "Custer's Revenge" and other adult video games as "distasteful" and "not in the best interests of the community."

Mrs. Sapp said, "It helped to object, didn't it? I think we can be pleased that Oklahoma City was the first city to take action denouncing such games. Of course, the manufacturer knew that all we could do was object. We couldn't ban them."

Shelle Simon, controller of Games, a distributor in Van Nuys, Calif., said she was told that "Custer's Revenge" was being pulled from the market because of the Indians' protest.

"We were expecting this because of the Indian movement, but actually I think that helped the sales," Ms. Simon said. BIOG: NAME:

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